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# From the pitch to your portfolio: building an investment strategy the winning way

As football fans around the world turn their attention to the drama of the World Cup, the same question keeps coming up: what does it take to win consistently? Whoever prevails in North America, one thing is certain: it's not just talent, but structure, balance, data, discipline and teamwork over a defined time horizon that lead to success. The same is true in investing.

At Allianz Global Investors, our Best Styles franchise is built on a simple idea: long-term success doesn't come from picking a few stars, but rather from assembling a well-balanced, resilient team, designed to perform across all market conditions.

Winning a football title isn't about one game – most of the top leagues involve up to 38 games a season, so consistency and sticking to your guns becomes paramount. Here are five ways building a successful portfolio is surprisingly similar to building a winning football team.



### 1 Scouting talent: finding the right players



Top football clubs don't rely on local talent alone; they search globally, analysing thousands of players to find the best fit.

Best Styles follows the same approach. We systematically analyse a vast global universe of equities, identifying companies with attractive characteristics such as strong business models (Quality), improving trends (Momentum), or compelling valuations (Value).

Just as scouts look beyond headlines to uncover hidden talent, our processes look beyond market noise to identify the underlying drivers of investment returns.



### 2 Formation matters: building a balanced team

A team of 11 star strikers would lose every match. Success depends on balance, with each player undertaking a different role.

In investing, the equivalent is diversification. Best Styles combines multiple investment approaches (factors, or styles) – including Value, Momentum, and Quality – into a single portfolio. Each style plays a different role, and each performs differently depending on prevailing market conditions.



The objective isn't to predict which style will dominate next, but to build a team that can perform through the full market cycle, whether attacking or defending.

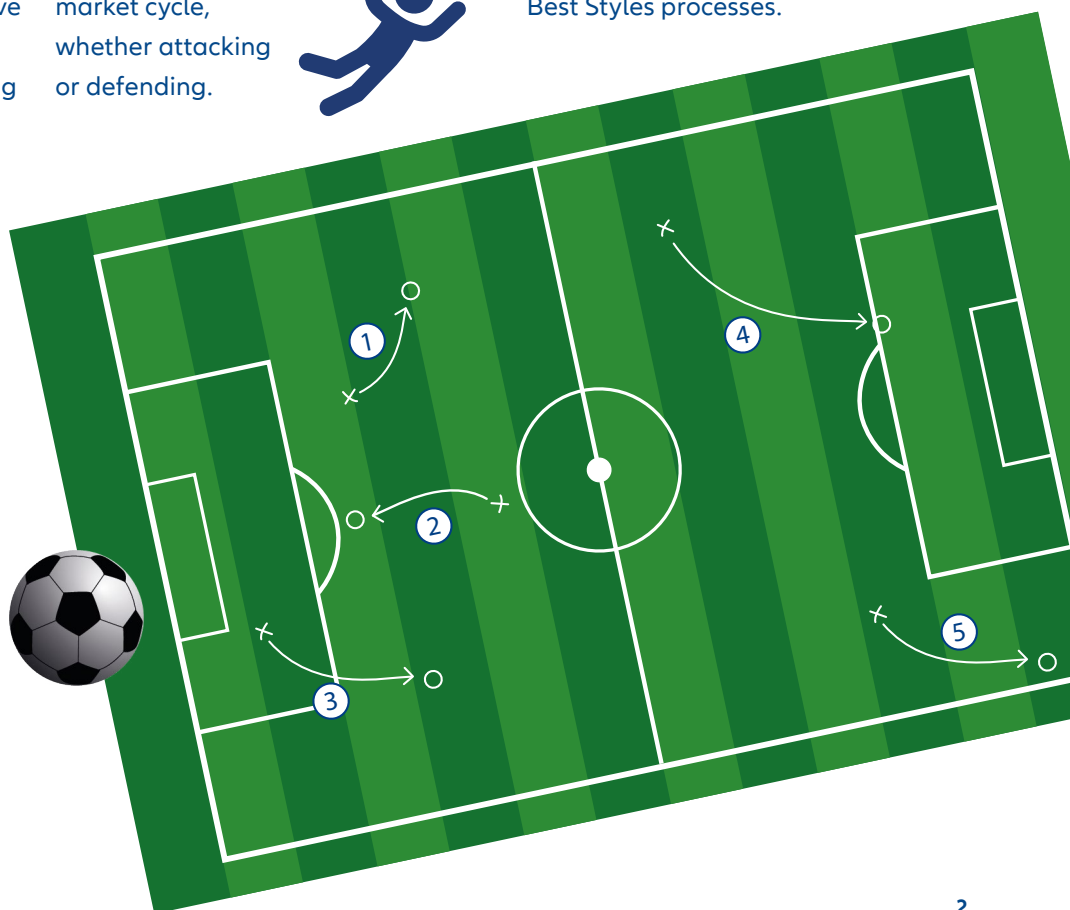


### 3 Data plus experience: modern football meets systematic investing

The best football teams today combine traditional coaching insight with advanced analytics, from expected goals and assists, to fitness reports and player positioning data.



Best Styles uses a similar combination of human expertise and technology. Our investment process blends decades of experience, with quantitative models and AI-driven insights. This blend of the qualitative and quantitative helps reduce behavioural biases while ensuring decisions are grounded in robust data. Much like a coach using analytics, our PMs are experienced and skilled implementers of Best Styles processes.



## 4 Defending wins titles: managing risk

Even the best attacking teams need a strong defence, and injuries, red cards, or tactical mismatches can derail a season if risks aren't managed.



In markets, risks come from many sources, including sectors, regions, macro factors or unintended exposures. Best Styles places strong emphasis on risk control, aiming to reduce exposure to unrewarded risks while maintaining targeted exposure



to long-term return drivers, i.e. those risks that offer the greatest reward. This

helps keep the portfolio robust, even when markets become volatile or unpredictable events change the narrative.

## 5 Playing the long game: discipline and consistency

Title winning teams aren't built overnight, they must perform over a season lasting many months. Success comes from sticking to a system, even during difficult periods.

The same principle applies to investing. Market environments change, and no strategy outperforms all the time. But abandoning a well-founded process at the wrong moment can be costly.



With over 27 years of track record, Best Styles is built on discipline and consistency;

applying a systematic approach through different market cycles, while continuously refining the process over time.



## Conclusion: it's a team effort

In football, success in the top leagues is rarely about one star player. It's about the system, the balance, and the team working together.



Best Styles applies the same philosophy to investing, combining multiple return drivers, robust research, disciplined implementation

and strong risk management into a single, cohesive approach.

Because, whether on the pitch or in the markets, the goal is the same: to perform consistently and make the best of the prevailing environment, whatever the conditions. And as the World Cup reminds us, trophies are rarely won by individuals, but by teams that have the right plan and work together to achieve it.

**Investing involves risk. The value of an investment and the income from it may fall as well as rise and investors might not get back the full amount invested.**

**Past performance does not predict future returns. If the currency in which the past performance is displayed differs from the currency of the country in which the investor resides, then the investor should be aware that due to the exchange rate fluctuations the performance shown may be higher or lower if converted into the investor's local currency.**

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